



New business setup starter kit

A 30-day launch workbook with verified decisions and safe AI prompts

Use this to organize your business records. Keep original documents secure. This is not tax, legal or accounting advice.

Business canvas

Idea: _____ Location: _____ Target launch: _____

Customer: _____ Problem: _____ First offer: _____

Companion wizard: <https://muse.ai/s/new-business-setup-wizard-vxu6dxjcxpbxvaxv>

Official agencies and qualified advisers settle registration, licensing, tax and legal decisions, not this workbook or AI.

30-day milestones

Week	Result	Evidence
1	Customer and offer defined	
2	Name and official checks logged	
3	Money, records and operations set	
4	Sales test and feedback reviewed	

Week 1: customer and offer

Describe one customer and one result without making a guarantee.

Question	Your answer
Who specifically needs this?	
What are they trying to fix?	
What will you sell first?	
What proof can you show?	
How will you learn from 3 people?	

Act as an offer editor. For [customer] facing [problem], draft three plain versions of [offer]. Do not promise results. Give five questions for customer interviews.

Week 2: name and structure checks

Shortlist names, then verify each against official business and trademark sources. Availability cannot be certified by AI.

Candidate name	Registry check	Domain check	Trademark question

Suggest 15 names for a [type] business serving [customer]. Explain tone; do not claim availability. List official sources I should check myself.

Record questions for a qualified adviser about entity choice, owners, taxes and registration.

Week 2: registration and licenses

Research official state, city, county and industry agencies for your location; requirements vary.

Agency / official URL	Requirement to verify	Owner	Done

For a [type] business in [city/state], list government agencies to check for registrations, permits and local rules. Phrase each as a question to verify; do not give a legal conclusion.

Week 3: money and records

Separate business money, decide how customers pay, and choose a secure way to store receipts.

Decision	Option / owner	Verification / deadline
Business account		
Payment processor		
Bookkeeping method		
Receipt storage		
Month-end review		

Create a 20-minute weekly routine to capture receipts, review transactions and invoices for a new [type] business. Include privacy checks and questions to ask a bookkeeper.

Week 3: operations and risk

Review contracts, refund practices, privacy, security, insurance and access controls with the right professionals.

Need / risk	Owner	Source to verify	Next action

Week 4: test and launch

Write the first offer, decide on checkout and ask a small group for feedback without invented endorsements.

Test	Target	Actual	What changed

Draft a 100-word first offer for [customer] with [verified features], [price] and [delivery details]. No invented reviews or guaranteed results. Give three short feedback questions.

Launch decision and follow-up

Ready / not yet	Evidence	Owner / date

Launch choice: ☐ Start with the tested offer ☐ Delay and address open risks

First post-launch review date: _____